Renato Santos Aranha

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Data Scientist. Bachelor in Physics, MSc in Applied Mathematics and PhD student in Artificial Intelligence. Highly interested in statistical learning, machine learning techniques and advanced analytics in general.

Experience

IBM Research   **Rio de Janeiro, RJ, Brazil**
PhD Research Intern in machine learning   *Jan 2020–now*

Research in Artificial Intelligence and Geostatistics, under the Natural Resources Analytics group, and in computer vision using Deep Learning, under Future of Computing group. Both at IBM Research Brazil.

Fundação Getulio Vargas - FGV   **Rio de Janeiro, RJ, Brazil**
Research Assistant (Data Scientist)   *Jun 2019–now*

Tunneling in the public sector project*: Tunneling is resource transfer out of firms for the benefit of its controllers, and in the public sector, it may be classified as corruption act. Activities: Mining data from primary and secondary sources; Web Scraping; Data prep; Analyzing and interpreting results. Tools: Python programming (Pandas, Selenium, SQLite3, Requests, NLTK, Matplotlib). *Gustavo Cesario's PhD project.

Research Assistant (Data Scientist)   *Sep 2017–Jun 2019*

IPC-W project: Online prices (e-commerce) daily collected in order to elaborate an inflation index. Activities: methodology development, documentation (PDF, BitBucket, PEP 257), Python programming (Pandas, Numpy, Scikit-learn, Plotly, DASH, Seaborn, Maplotlib), Data analysis (EDA, data preparation, aggregation and visualization) and Heroku deployment with Git.

Cognitivo.ai   **Rio de Janeiro, RJ, Brazil**
Data Science Project Manager   *Mar 2018–Jul 2019*

Responsible for team-building, communication with clients, project pipelines (agile methods) and all aspects of development and deployment for delivering solutions according to business requirements.

B2W Digital   **Rio de Janeiro, RJ, Brazil**
Advanced Analytics Coordinator   *May 2015–Aug 2017*

Analytics team leader. During this time, my focus was on describe and infer trends/patterns to provide data driven inputs for Marketing, Sales and Customer service teams. Usual tasks: Lead development and deployment of Competitive Intelligence and Data Science projects using competitors data.

Data Mining Coordinator   *Apr 2015–May 2015*

Responsible for Data Mining projects for Marketing, using *CRISP-DM* and *SEMMA* methodologies, and for developing reports based on Marketing needs (focus on customer data). Besides management activities, I also worked in development and deployment of models for customer segmentation, market basket analysis and CLV.

Marketplace Coordinator (Analytics | Front-end)   *Oct 2013–Apr 2015*

Dual role. **Analytics**: Data driven inputs for Marketing and Sales; competitive intelligence; Statistical modeling for forecasting sales of Marketplace sellers; general performance KPI's definition; Executive reports development (layout and content); **Front-end**: Product Owner; Specification of Marketplace data structure for BI platform; Design of automated surveys with Marketplace customers.

Data Mining|CRM Coordinator   *Jun 2012–Oct 2013*

Main responsibilities: Provide Data driven inputs for Marketing and Sales; Customer Analytics; Elaborate business goals for customer aquisition and retention; Development of executive reports (layout and content).

Data Mining|CRM Analyst   *Jul 2011–Jun 2012*

Activities: Statistical Analysis for Marketing (mainly using SAS Enterprise Guide); Web Analytics KPI's monitoring; Executive reports (layout) development; Mapping and troubleshooting through Lean Six Sigma approach; Comscore and GfK accounts management.

Business Intelligence Trainee   *Jan 2010–Jul 2011*

Activities: Development of technical and functional specification documents; Data source mapping for Product Basket modeling project; Database model validation; Specification of data tables in SAS project (a statistical project); Interface with Marketing and Sales.

Education

Academic

PhD, Artificial Intelligence   **2019–2023**
Federal University of Rio de Janeiro (UFRJ),
Systems and Computing Engineering Program

MSc, Applied Mathematics   **2017–2019**
Fundação Getulio Vargas (FGV), School of Applied Mathematics

BSc, Physics   **2004–2009**
Federal University of Rio de Janeiro (UFRJ), Physics Institute

Other courses

Deep Learning Specialization (DeepLearning.ai)   **2020**
 Neural Networks and Deep Learning, Improving Deep Neural Networks,
Structuring Machine Learning Projects, Convolutional Neural Networks, Sequence Models

Johns Hopkins University (Coursera)   **2015**
R Programming, The Data Scientist's Toolbox

SAS Training Institute, BR   **2012–2013**
SAS Enterprise Guide: ANOVA, Regression, and Logistic Regression
SAS Enterprise Guide – Querying and Reporting

Technical skills

- **Programming Languages:** Python, SQL (especially PL/SQL), Julia, SAS Base, LaTeX, R.
- **Industry Analytics Software:** SAS Enterprise Guide/Miner, Tableau, Plotly and Most MS Office products.